

## ABOUT THE NOTION “STRATEGY” AND OTHER BASIC DEFINITIONS

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**Keywords:** the strategy of social and economic development of the region, system approach, state economic policy of the region.

The author shows the efficiency of using the methodology of social and economic development of the region, its principals and aspects. The scientific substantiation of the definition to the notion “strategy” of social and economic development and national economic policy of the region is given.

The term “Strategy” is defined differently by different researchers. Meanwhile any approach to defining strategy assumes achieving the goals of state or economic player, so each definition is right in its own way. But all these definitions do not reveal all the contents of strategy but only demonstrate one side of this complicated term.

The given work considers different variants of this definition and the main theoretical approaches to defining the term “strategy”: conceptual, practical, systematic, integrated, directive and intuitive. The research in this field was made by A. Chandler, U. King, D. Cleland, O. Vihanskiy, N. Dorogov, A. Thompson, A. Strickland, S. Popov, I. Trenyov, M. Meskon, M. Albert, F. Hedouri, A. Hopher, D. Shendel, G. Mintsberg, D. Kuin, S. Goshal, E. Animits, E. Utkin, R. Fahrutdinov, A. Shishkin and others. It is pointed out in the work that when the strategy of the development of a region is worked out, we speak, as a rule, about strategic management, strategic forecasting, strategic planning and strategic programming.

There are some more definitions of the term “strategy” in the sources. For example, the definition of SOCIAL AND ECONOMIC DEVELOPMENT STRATEGY which is given in the technical standards - the requirements to the strategy of the social and economic development of the RF economic player:

*“Strategy of social and economic development is the system of measures of state management based on long-term priorities, goals and tasks of the governmental bodies’ policy.*

*Strategy is aimed at the provision of social and economic development of a region with regard for the RF state policy. Strategy is based on the understanding of the most important problems and the estimation of the corresponding risks and resource potential of a region.*

This definition points out that strategy (the system of measures of the state management) relies on long-term priorities, goals and tasks of the governmental bodies’ policy. It supports the statement that strategy of social and economic development is the sub-system of the state economic and social policy. Theoretically substantiated arguments of this statement are given in the work.

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